

**Amendments to the Specification:**

Please add the following new paragraphs after paragraph [0010]:

[0010.1] Fig. 5 depicts a front view of a grip identifier in the open position according to an embodiment of the present invention.

[0010.2] Fig. 6 depicts a front view of a grip identifier in the open position according to an embodiment of the present invention.

[0010.3] Fig. 7 depicts a front view of a grip identifier in the open position according to an embodiment of the present invention.

[0010.4] Fig. 8 depicts a front view of an interchangeable patch according to an embodiment of the present invention.

Please replace paragraph [0011] with the following amended paragraph:

[0011] The present invention as depicted in FIGS. 1, 2, 3, and 4, 5, 6, 7 and 8 is a thermally insulated, flexible beverage grip identifier 100 for both holding a beverage container 101 and for easy identification of one's beverage container 101. FIG. 1 and FIG. 4 are environmental, perspective views of a first embodiment of a grip identifier 100. FIG 1 is an environmental perspective as viewed from the front. FIG. 4 is an environmental perspective as viewed from the rear. FIG. 3 is a FIGS. 3, 5, 6, 7 are front view views of an embodiment of a grip identifier in the open position. FIG. 8 is a front view of an interchangeable patch for the grip identifier. The grip identifier is made of a flexible insulating material such as neoprene, however, any suitable flexible insulating material may be used.

Please replace paragraph [0013] with the following amended paragraph:

[0013] An embodiment of the grip identifier **100** is contoured as shown in FIGS. 1, 3, and 4, 5, 6 and 7. The contour shape of an embodiment of the grip identifier **100** conforms to the shape of the beverage container **101** so as to provide a snug fit. Indicia (~~not shown~~) **108** or a patch (~~not shown~~) **109** can be placed on the grip identifier **100** to enhance the physical appearance of the grip identifier **100**, to display an advertisement, or to display any design providing an easy means of distinguishing one's beverage container **101**. A fastener, including but not limited to the loop portion of the hook and loop type fastener could be adhered to the grip identifier to provide a means for attachment of an interchangeable patch. The interchangeable patch **113** (~~not shown~~) as depicted in FIG. 8 can contain a fastener, **114**, including but not limited to the hook portion of the hook and loop type fastener. The beverage grip identifier can contain a fastener, **110** for the interchangeable patch to adhere to. The area **102** is one possible location for indicia, a patch, or a fastener for an interchangeable patch; however, any portion of the grip identifier **100** could bear indicia, a patch, or a fastener for an interchangeable patch. The indicia, **108**, patch, **109**, or fastener, **110** and **114** can vary in size. A loop **103** can be attached to the grip identifier **100**. The loop **103** can be made of any material including but not limited to fabric or a plastic or metal ring. The loop **103** can be adhered to the grip identifier **100** by any means including but not limited to being stitched or glued in place. The loop **103** can be adhered to the grip identifier **100** at any location of the glass grip identifier **100**. The loop **103** provides the consumer with an easy means of attaching an ornament to enable the consumer to easily distinguish his or her beverage container.

Please replace paragraph [0014] with the following amended paragraph:

[0014] FIG. 2 is a bottom view of the grip identifier in the open position. A suitable porous insulating material which is flexible and preferably water resistant is utilized. This may be comprised of a liner **104**, an outside sheath **105** and a filler material **106**. The filler material **106** can be any flexible, insulating material including but not limited to neoprene. The grip identifier **100** can contain any number of vertical seams, **111** (~~not shown~~). Elastic inserts, **112** (~~not shown~~) can be provided in the seams of the grip identifier **100** running the entire height of the grip identifier **100**. Elastic inserts, **113** can be formed of an insulating, stretchable material extending the height of the grip identifier **100** and suitably joined to the seams of the basic grip identifier by stitching or other means. The seams of the grip identifier with or without elastic inserts ensure that the grip identifier will fit snug around a beverage container **101** and also allow for the grip identifier to be stored in a folded position.

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended): A grip identifier for a traditional pint beverage glass comprising flexible insulating material wherein said grip identifier is contoured to wrap around and conform to the shape of said beverage glass.
2. (canceled)
3. (original): The grip identifier of claim 1 wherein said flexible insulating material comprises neoprene.
4. (original): The grip identifier of claim 1 further comprising a loop adhered to said grip identifier.
5. (original): The grip identifier of claim 1 further comprising indicia or a patch disposed upon said flexible insulating material.
6. (currently amended): The grip identifier of claim 1 further comprising:  
a fastener for an interchangeable patch wherein said fastener is disposed upon said flexible insulating material; and

said interchangeable patch with an attached fastener.

7. (currently amended): The grip identifier of claim 6 wherein the ~~fastener is the loop portion of fasteners are~~ the hook and loop type fastener.

8. (original): The grip identifier of claim 1 further comprising between 1 and 4 vertical seams.

9. (original): The grip identifier of claim 8 further comprising an elastic strip extending along said seam(s) to allow for a snug fit to said beverage glass.

10. (original): The grip identifier of claim 1 wherein said flexible insulating material has a front side, back side, left end, and right end and further comprising:

a first fastener device secured to said left end of said front side, and

a second fastener device secured to said back side of said right end.

11. (canceled).

12. (original): The grip identifier of claim 10 wherein said flexible insulating material comprises neoprene.

13. (original): The grip identifier of claim 10 further comprising a loop adhered to said grip identifier.

14. (original): The grip identifier of claim 10 wherein said first fastener and said second fastener are hook and loop type fasteners.

15. (original): The grip identifier of claim 10 further comprising indicia or a patch disposed upon said flexible insulating material.

16. (currently amended): The grip identifier of claim 10 further comprising:  
a fastener for an interchangeable patch, wherein said fastener for an interchangeable patch is disposed upon said flexible insulating material; and  
said interchangeable patch with an attached fastener.

17. (currently amended): The grip identifier of claim 16 wherein said ~~fastener for an interchangeable patch is the loop portion of~~ fasteners are the hook and loop type fastener.

18. (original): The grip identifier of claim 10 further comprising between 1 and 3 vertical seams.

19. (original): The grip identifier of claim 18 further comprising an elastic strip extending along said seam(s) to allow for a snug fit to said beverage glass.

20. (currently amended): A grip identifier for a beverage container comprising:

flexible insulating material wherein said grip identifier is contoured to wrap around and conform to the shape of said beverage container, and

a fastener for an interchangeable patch, wherein said fastener is disposed upon said flexible insulating material; and

said interchangeable patch with an attached fastener.

21. (original): The grip identifier of claim 20 wherein said flexible insulating material comprises neoprene.

22. (original): The grip identifier of claim 20 wherein the fastener is the loop portion of the hook and loop type fastener.

23. (original): The grip identifier of claim 20 wherein said flexible material has a front side, back side, left end, and right end and further comprising:

a first fastener device secured to said left end of said front side, and

a second fastener device secured to said back side of said right end.

24. (original): The grip identifier of claim 23 wherein said first fastener and said second fastener are hook and loop type fasteners.

25. (original): The grip identifier of claim 20 further comprising a loop adhered to said grip identifier.

26. (original): The grip identifier of claim 20 further comprising between 1 and 4 vertical seams.

27. (original): The grip identifier of claim 26 further comprising an elastic strip extending along said seam(s).